

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY												
			THIS \	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR			
Feature Rate		19.7% of 23,200 stores				16.2% of 23,200 stores				30.9% of 22,500 stores			
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack			120	1.35			380	1.40			220	1.29
G	White 18 pack	50	2.97	50	2.63			220	2.72	30	2.50	220	2.02
U	Brown 12 pack												
L	USDA GRADE A												
A	White 12 pack	140	2.59	630	1.71			110	1.65	120	2.10	1,030	1.38
R	White 18 pack			620	2.42			150	2.46	40	2.50	490	2.08
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
S	Brown 12 pack			440	4.26	10	4.99	220	4.49	20	4.99	470	4.06
E	OMEGA-3												
C	White 12 pack	180	2.93	530	2.63	80	2.86	870	2.81	350	2.60	1,820	2.53
·	Brown 12 pack			10	3.99							140	2.99
A	CAGE-FREE												
î	White 12 pack			1,680	2.57			60	2.99			2,120	2.53
Ŧ	Brown 12 pack			2,260	2.69			470	2.93			2,290	2.55
Y	VEGETARIAN FED												
•	White 12 pack			30	2.29							20	1.99
	Brown 12 pack	60	2.99	100	2.27	30	2.99	350	2.76	580	2.50	760	2.54

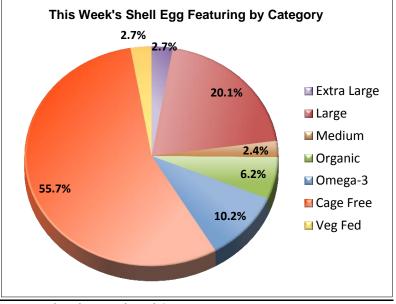
	ggs - Grade A or I	petter, avg. feature p	rice converted to \$/do	ozen	
1.60		1.64	1.59	1.58	1.64
1.45	1.50				
1.30					
1.15					
1.00 Nov 29-Dec-05	Dec 06-12	Dec 13-19	Dec 20-26	Dec 27-Jan-02	Jan 03-09

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,610	860	2,150	Large Eggs on
Specialty	5,290	2,090	8,570	Dec-30-2013
Total (includes MD)	7,070	3,090	11,030	431.7
Special Rate 4/:	0.0%	5.2%	0.4%	down 1.4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is on the rise as grocers attempt to settle back into normal post-holiday patterns. The average price of Grade A, or better Large white eggs to consumers is higher. Shoppers will have a very hard time finding bargains as "no price" specials are virtually nonexistent this week. Advertisements for Medium and Extra Large eggs are showing up more in circulars. Promotional activity for specialty shell is higher than last week. Cage-free eggs are commanding a sizeable portion of circular space, while other types of specialty eggs are maintaining a steady level. Promotional activity for liquid egg products is sharply higher with ads appearing in all regions. 14-16 ounce carton sizes are most commonly featured, primarily on the East Coast. Promotional activity for egg nog has ended.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

_				NORTH	AST U.S.		SO	JTHEAST U.S.				MIDW	FSTILS			
			(CT		NH,NJ,NY,PA,R	I.VT)		MS,NC,SC,TN,VA	WV)		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
		ture Rate 1/	2	26.5% of 4,600	sampled outlets (includes Me	S	9.8% of 6 Activity Index	20.5% of 4,200 sampled outlets Activity Index = 1,040 (includes Medium)								
-			EXTRA	LARGE	LAI	EXTRA LARGE	EXTRA LAR	LA	LARGE							
CLASS		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range Stores A	vg 3/ Price Rang	e Stores	Avg 3/	Price Range Store	es Avg 3/	Price Range	Stores	Avg 3/		
USDA		White 12 pack						0.	99 50	0.99						
GRADE		White 18 pack														
	AA	Brown 12 pack														
		MEDIUM		White 12 pack			White 12				Whit	e 12 pack				
		White 12 pack	2.59	140 2.59	1.50 - 2.49	240 2.13		1.	50 30	1.50			0.98 - 1.79	140		
_	ISDA	White 18 pack			2.49	170 2.49							2.48	260	2.48	
GI	RADE	Brown 12 pack	,	M/l=:t== 40 == = =			\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		-0 40	4.50	\A/L:4	- 40 1-	0.50 4.00	00	0.00	
	Α	MEDIUM		White 12 pack White 30 pack			White 12 White 30		50 10	1.50		e 12 pack e 30 pack	0.59 - 1.00	60	0.92	
	USD	A ORGANIC														
s		White 12 pack														
P		Brown 12 pack			3.49 - 4.98	250 4.21							4.29 - 4.59	190	4.31	
	OME	GA-3	0.50 0.00	400 000	4.50 0.00	440 0=1							0.00 0.00	50	0.40	
E		White 12 pack	2.50 - 2.99	180 2.93	1.50 - 2.99	410 2.71							2.28 - 3.00	50	2.42	
1	CAG	Brown 12 pack E-FREE														
Α	CAG	White 12 pack						2.	50 510	2.50			2.49 - 2.50	150	2.50	
L		Brown 12 pack			2.99 - 3.69	330 3.19		2.50 - 3.		2.60			2.49 - 3.39	190		
T	VEGE	TARIAN FED														
Y		White 12 pack														
		Brown 12 pack	2.99	60 2.99												
				SOUTH CE	NTRAL U.S		SOL	THWEST U.S.				NORTH	WEST U.S.			
		•	(AF		NTRAL U.S ,MO,NM,OK,TX,	UT)	SOL	ITHWEST U.S. (CA,HI, NV)				(AK,ID,MT	,OR,WA,WY)			
		ture Rate 1/	2	R,AZ,CO,KS,LA 27.6% of 4,200	,MO,NM,OK,TX,	s			lets			(AK,ID,MT		ts		
_		uture Rate ^{1/}	2	R,AZ,CO,KS,LA 27.6% of 4,200	,MO,NM,OK,TX,	s	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes M	edium)		24.7	(AK,ID,MT	OR,WA,WY) Sampled outlet Includes Med	dium)		
		iture Rate ^{1/} ivity Index ^{2/} White 12 pack	2	R,AZ,CO,KS,LA 27.6% of 4,200	,MO,NM,OK,TX,	s	14.8% of 2 Activity Index	(CA,HI, NV) ,900 sampled out = 700 (includes N	ledium) 58 10	1.58	24.7	(AK,ID,MT	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
_	Acti	nture Rate ^{1/} ivity Index ^{2/} White 12 pack White 18 pack	2	R,AZ,CO,KS,LA 27.6% of 4,200	,MO,NM,OK,TX,	s	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N	ledium) 58 10	1.58 2.82	24.7	(AK,ID,MT	OR,WA,WY) Sampled outlet Includes Med	dium)		
GI	Acti JSDA	ivity Index ^{2/} White 12 pack White 18 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91	,MO,NM,OK,TX,	s	14.8% of 2 Activity Index 2.97 50	(CA,HI, NV) ,900 sampled out = 700 (includes N 1.2.97 2.49 - 2.90	edium) 58 10 99 20	2.82	24.7 Activity	(AK,ID,MT 7% of 1,200 Index = 49	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI	Acti ISDA RADE	witure Rate ^{1/} ivity Index ^{2/} White 12 pack White 18 pack Brown 12 pack MEDIUM	Activi	R,AZ,CO,KS,LA 27.6% of 4,200	,MO,NM,OK,TX, sampled outlet: 0 (includes Me	s dium)	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N 1.2.97 2.49 - 2.90	edium) 58 10 99 20		24.7 Activity	(AK,ID,MT	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI	Acti ISDA RADE AA	white Rate ¹⁷ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91	MO,NM,OK,TX, sampled outlets 0 (includes Me	s dium)	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N 1.2.97 2.49 - 2.90	edium) 58 10 99 20	2.82	24.7 Activity	(AK,ID,MT 7% of 1,200 Index = 49	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI	Acti ISDA RADE AA	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91	,MO,NM,OK,TX, sampled outlet: 0 (includes Me	s dium)	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N 1.2.97 2.49 - 2.90	edium) 58 10 99 20	2.82	24.7 Activity	(AK,ID,MT 7% of 1,200 Index = 49	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI	Acti ISDA RADE AA	witure Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	MO,NM,OK,TX, sampled outlets 0 (includes Me	s dium)	14.8% of 2 Activity Index 2.97 50 White 12	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 49 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI	Acti ISDA RADE AA ISDA RADE	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91	MO,NM,OK,TX, sampled outlets 0 (includes Median 1.19 - 1.33 1.99 - 2.49	220 1.32 190 2.28	14.8% of 2 Activity Index 2.97 50 White 12	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 49	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI	Acti ISDA RADE AA ISDA RADE A	witure Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	MO,NM,OK,TX, sampled outlets 0 (includes Median 1.19 - 1.33 1.99 - 2.49	220 1.32 190 2.28	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
U	JSDA RADE AA JSDA RADE A	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	MO,NM,OK,TX, sampled outlets 0 (includes Median 1.19 - 1.33 1.99 - 2.49	220 1.32 190 2.28	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
U	JSDA RADE AA JSDA RADE A	white Rate 1/ Ivity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	MO,NM,OK,TX, sampled outlets 0 (includes Median 1.19 - 1.33 1.99 - 2.49	220 1.32 190 2.28	14.8% of 2	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI U GI S P	Acti USDA RADE AA USDA RADE A	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack GA-3	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	,MO,NM,OK,TX, sampled outlets 0 (includes Med 1.19 - 1.33 1.99 - 2.49 1.00 - 1.49	220 1.32 190 2.28 70 1.18	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI U GI S P	Acti USDA RADE AA USDA RADE A	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack White 12 pack Brown 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	MO,NM,OK,TX, sampled outlets 0 (includes Median 1.19 - 1.33 1.99 - 2.49	220 1.32 190 2.28	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	redium) 58 10 99 20 50 30	1.27	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
U	Acti USDA RADE AA USDA RADE A USDA	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	,MO,NM,OK,TX, sampled outlets 0 (includes Med 1.19 - 1.33 1.99 - 2.49 1.00 - 1.49	220 1.32 190 2.28 70 1.18	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	redium) 58 10 99 20 50 30	2.82	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	O sampled outlet (includes Med 1.49 - 1.88	dium) 60		
GI GI S P E C I	Acti USDA RADE AA USDA RADE A USDA	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack Brown 12 pack F-FREE	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	1.19 - 1.33 1.99 - 2.49 2.19 - 2.29	220 1.32 190 2.28 70 1.18	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	edium) 58 10 99 20 50 30	3.99	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	7,OR,WA,WY) D sampled outlet 90 (includes Med 1.49 - 1.88 2.50	60 30	2.50	
GI GI S P E C I A L	Acti USDA RADE AA USDA RADE A USDA	white Rate 1/ (vity Index 2/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack Form 12 pack White 12 pack Brown 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	1.19 - 1.33 1.99 - 2.49 2.19 - 2.50	70 2.27 530 2.49	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1. pack 2.50 - 3.	Sedium 10 10 10 10 10 10 10 1	2.82 1.27 3.99 2.93	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	7,OR,WA,WY) D sampled outlet 90 (includes Med 1.49 - 1.88 2.50	60 30 30	2.50	
GI GI S P E C I	JSDA RADE AA JSDA RADE A USDA	white Rate 1/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack FFREE White 12 pack Brown 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	1.19 - 1.33 1.99 - 2.49 2.19 - 2.29	220 1.32 190 2.28 70 1.18	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1.	Sedium 10 10 10 10 10 10 10 1	3.99	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	7,OR,WA,WY) D sampled outlet 90 (includes Med 1.49 - 1.88 2.50	60 30	2.50	
GI GI S P E C I A L	JSDA RADE AA JSDA RADE A USDA	white Rate 1/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 18 pack Brown 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack FFREE White 12 pack Brown 12 pack White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack E-FREE White 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	1.19 - 1.33 1.99 - 2.49 1.00 - 1.49 2.19 - 2.50 2.19 - 2.50	70 2.27 530 2.49 700 2.49	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1. pack 2.50 - 3.	Sedium 10 10 10 10 10 10 10 1	2.82 1.27 3.99 2.93	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	7,OR,WA,WY) D sampled outlet 90 (includes Med 1.49 - 1.88 2.50	60 30 30	2.50	
GI GI S P E C I A L	JSDA RADE AA JSDA RADE A USDA	white Rate 1/ White 12 pack White 18 pack Brown 12 pack MEDIUM White 18 pack Brown 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack MEDIUM A ORGANIC White 12 pack Brown 12 pack Brown 12 pack FFREE White 12 pack Brown 12 pack Brown 12 pack	Activi	R,AZ,CO,KS,LA 27.6% of 4,200 ity Index = 1,91 White 12 pack	1.19 - 1.33 1.99 - 2.49 2.19 - 2.50	70 2.27 530 2.49	14.8% of 2 Activity Index 2.97 50 White 12 White 12 White 30	(CA,HI, NV) ,900 sampled out = 700 (includes N 1. 2.97 2.49 - 2. pack 1.19 - 1. pack 2.50 - 3.	Sedium 10 10 10 10 10 10 10 1	2.82 1.27 3.99 2.93	24.7 Activity Whit	(AK,ID,MT 7% of 1,200 Index = 45 e 12 pack	7,OR,WA,WY) D sampled outlet 90 (includes Med 1.49 - 1.88 2.50	60 30 30	2.50	

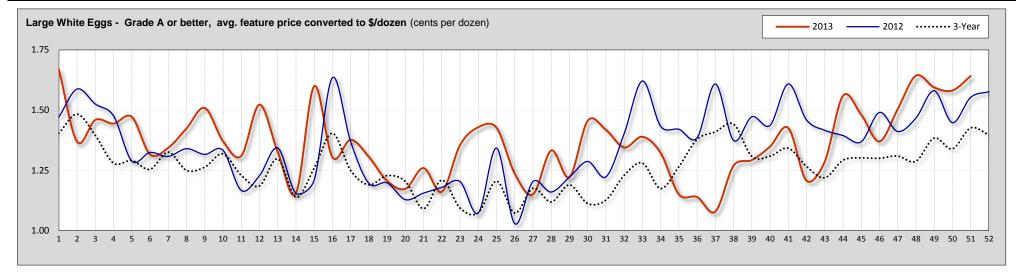


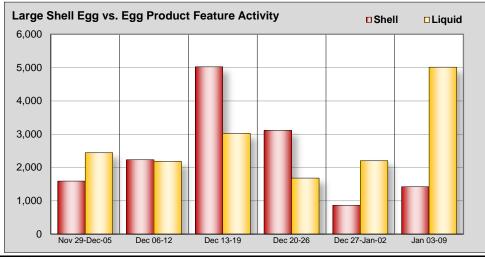
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NODTL	JEAST	SOUTE	JEAST	MIDW	IEST	SOUTH C	ENTDAL	SOUTH	WEST	NODTU	WEST
PRODUCTS	WEEK	WEEK WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	20.6%	8.7%	15.9%	46.1% of 4,6	00 sampled	23.3% of 6,1	00 sampled	pled 17.8% of 4,200 sampled 9.0% of 4,200 sampled		0.3% of 2,900 sampled		6.5% of 1,200 sampled			
2/ Activity Index	5,010	2,200	4,350	Activity Inc	dex = 2,090	Activity Index = 1,710		Activity Index = 840		Activity Index = 280		Activity Index = 10		Activity Index = 80	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	3,320 2.25	1,270 2.52	3,030 2.52	1.99 - 3.49	1,070 2.41	1.67 - 3.79	1,310 2.03	1.99 - 2.50	650 2.28	2.00 - 2.99	280 2.50	2.99	10 2.99		
32 oz. crtn	1,280 4.47	740 4.77	850 4.34	3.79 - 5.99	720 4.66	3.97 - 3.99	400 3.98	4.79	80 4.79					4.99	80 4.99
3 - 4 oz. cup	410 2.51	190 2.42	470 2.30	2.50 - 2.99	300 2.52			2.49	110 2.49						
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.